

## 2015 MEXICO (Air Travelers Only) Profile

### Arrivals to the U.S.

Note: this temporary profile version will be replaced soon with the standard full version.

#### TRENDS IN ARRIVALS (in thousands)

Year		2008	2009	2010	2011	2012	2013	2014 <sup>r</sup>	2015 <sup>1</sup>	Change 2015 / 2008
Arrivals		1,708	1,511	1,675	1,950	2,118	2,218	2,486	2,640	932
	% Change	-9	-12	11	16	9	5	12	6	55

#### TRENDS IN RECEIPTS (in millions)

Year		2008	2009	2010	2011	2012	2013	2014	2015 <sup>p</sup>	Change 2015 / 2008
Total Travel & Tourism Exports <sup>2</sup>		-	-	-	-	-	-	-	-	-
Travel Receipts (at U.S. destinations)		-	-	-	-	-	-	-	-	-
Education Receipts		-	-	-	-	-	-	-	-	-
Other Business/Personal Receipts		-	-	-	-	-	-	-	-	-
Health/Border/Seasonal		-	-	-	-	-	-	-	-	-
Passenger Fare Receipts (on U.S. carriers)		-	-	-	-	-	-	-	-	-
	% Change in Total Receipts	-	-	-	-	-	-	-	-	-

#### SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Airlines	53	55	2.3
Online Travel Agency	33	28	-4.9
Personal Recommendation	22	25	3.8
National/State/City Travel Office	19	15	-4.3
Corporate Travel Dept.	12	14	2.1
Travel Agency Office	14	11	-2.1
Tour Operator/Travel Club	4	6	1.4
Travel Guides	6	5	-0.7
Other	4	4	0.0

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Vacation/Holiday	55	51	-3.7
Visit Friends/Relatives	18	20	1.5
Business	15	18	2.3
Convention/Conference/Trade Show	6	6	0.3
Education	4	4	0.3
Health Treatment	1	1	-0.3
Religion/Pilgrimages	0.1	0.1	0.0
Other	1	1	-0.6

Purpose of Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Vacation/Holiday	64	61	-3.8
Visit Friends/Relatives	33	33	0.0
Business	18	20	1.6
Convention/Conference/Trade Show	9	9	0.1
Education	6	6	-0.3
Health Treatment	1	1	-0.4
Religion/Pilgrimages	1	0.4	-0.5
Other	1	1	-0.9

#### Net Purposes of Trip:

Leisure & VFR	79	76	-3.6
Business & Convention	25	26	1.4

Transportation Types Used in U.S.: (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Auto, Private or Company	35	38	2.8
Taxicab/Limousine	28	29	1.8
Rented Auto	28	27	-0.6
Air Travel between U.S. Cities	25	22	-3.1
City Subway/Tram/Bus	22	16	-6.2
Bus between Cities	16	16	-0.3
Ferry/River Taxi/Srt Scenic Cruise	6	5	-1.6
Cruise Ship/River Boat 1+ Nights	2	3	1.3

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Railroad between Cities	8	3	-5.1
Rented Bicycle/Motorcycle/Moped	1	2	0.1
Motor Home/Camper	0.3	0.1	-0.2

Activity Participation While Within U.S. (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change <sup>3</sup> (Points)
Shopping	87	86	-0.8
Sightseeing	58	62	3.3
Experience Fine Dining	39	41	2.0
Amusement/Theme Parks	29	25	-3.3
National Parks/Monuments	24	24	0.1
Art Gallery/Museum	24	23	-1.1
Historical Locations	18	17	-1.1
Small Towns/Countryside	18	17	-0.9
Nightclubbing/Dancing	20	16	-3.6
Concert/Play/Musical	15	15	-0.6
Guided Tours	14	14	0.5
Sporting Event	15	13	-1.7
Cultural / Ethnic Heritage Sites	14	12	-1.4
Casinos/Gamble	11	11	0.2
Water Sports	3	3	0.1
Snow Sports	1	3	1.5
American Indian Communities	3	3	-0.5
Camping/Hiking	5	2	-2.9
Environ./Eco. Excursions	1	2	0.4
Golfing/Tennis	3	2	-1.4
Hunting/Fishing	1	1	-0.8
Other	2	1	-1.0

SELECTED TRAVELER CHARACTERISTICS	2014	2015	Change
Advance Trip Decision Time (mean days)	63	58	-5.0
Advance Trip Decision Time (median days)	30	30	0.0
Prepaid Package	7	8	0.8
First International Trip to the U.S.	12	15	2.7
Length of Stay in U.S. (mean nights)	12.1	11.6	-0.5
Length of Stay in U.S. (median nights)	6	6	0.0
Number of States Visited (% 1 state)	85	89	4.2
Average Number of States Visited	1.2	1.1	-0.1
Hotel/Motel (% 1+ nights)	71	70	-0.8
Average # of Nights in Hotel/Motel	7.1	6.2	-0.9
Travel Party Size (mean # of persons)	1.6	1.6	-158.4
Gender: % Male (among adults)	55	54	-0.2
Household Income (mean average)	\$ 79,679	\$ 65,851	-\$13,828
Household Income (median average)	\$ 40,000	\$ 40,000	\$
Average Age: Female (among adults)	38	38	0.4
Average Age: Male (among adults)	41	41	0.7

VISITATION TO U.S. DESTINATIONS <sup>4</sup> (multiple response)	Market Share 2014 (Percent)	Volume 2014 <sup>r</sup> (000s)	Market Share 2015 (Percent)	Volume 2015 <sup>1</sup> (000s)
<b>Regions</b>				
Mountain	**	**	16.46	435
Pacific	24.10	599	**	**
Middle Atlantic	13.10	326	**	**
<b>States</b>				
New York	11.90	296	**	**
<b>Cities</b>				
New York City	11.70	291	**	**

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#### Notes:

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) *Total Travel & Tourism Exports* = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).  
  
International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.
- (-) No estimate available.
- (\*\*) Estimate not shown due to sample size fewer than 400 for this year.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: [http://travel.trade.gov/outreachpages/census\\_regions.html](http://travel.trade.gov/outreachpages/census_regions.html)

Interested in data for your destination? The NTTD sells custom reports. To learn more, go to:  
<http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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